

THE SOCIAL JUSTICE OF EVERYDAY PRIORITY QUEUES

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Operational Implications of Priority Queuing

- Wait Times for Fast Pass customers are lower
- Reduces arrival variability of customers
- Average wait time increases assuming resources are constrained and dedicated to F.P.
- Customer Satisfaction ?
 - Increases for F.P.
 - Decreases for others



Procedural Justice

Fairness and Transparency of the process by which decisions are made.

What is the Process of Wait Line Management?

What is going on here?

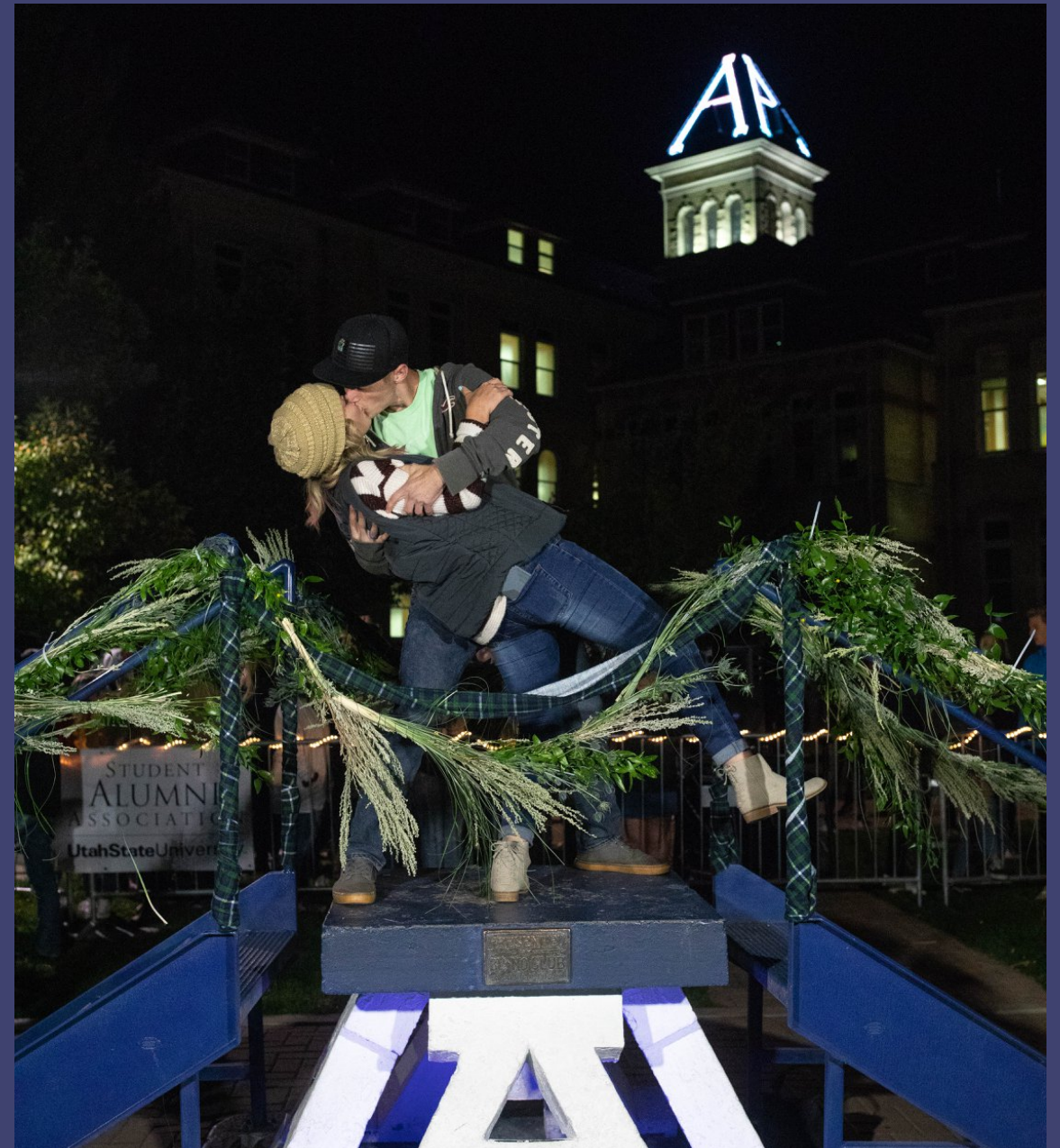
RESERVATION OR LINE SKIPPING

Research Question

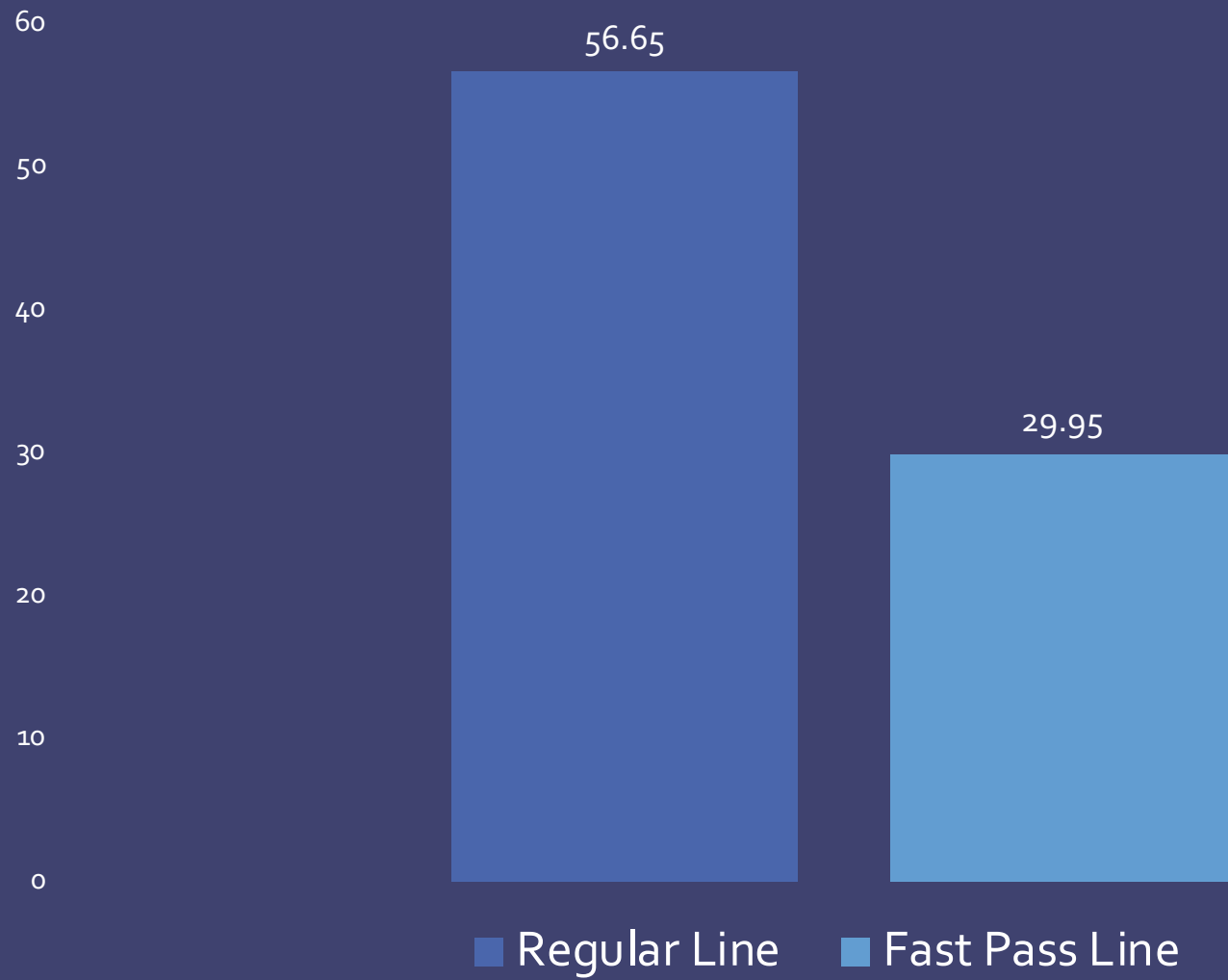
WHAT IS THE PERCEIVED FAIRNESS OF PRIORITY QUEUES?

Two Methods: Field Study and Controlled Experiment

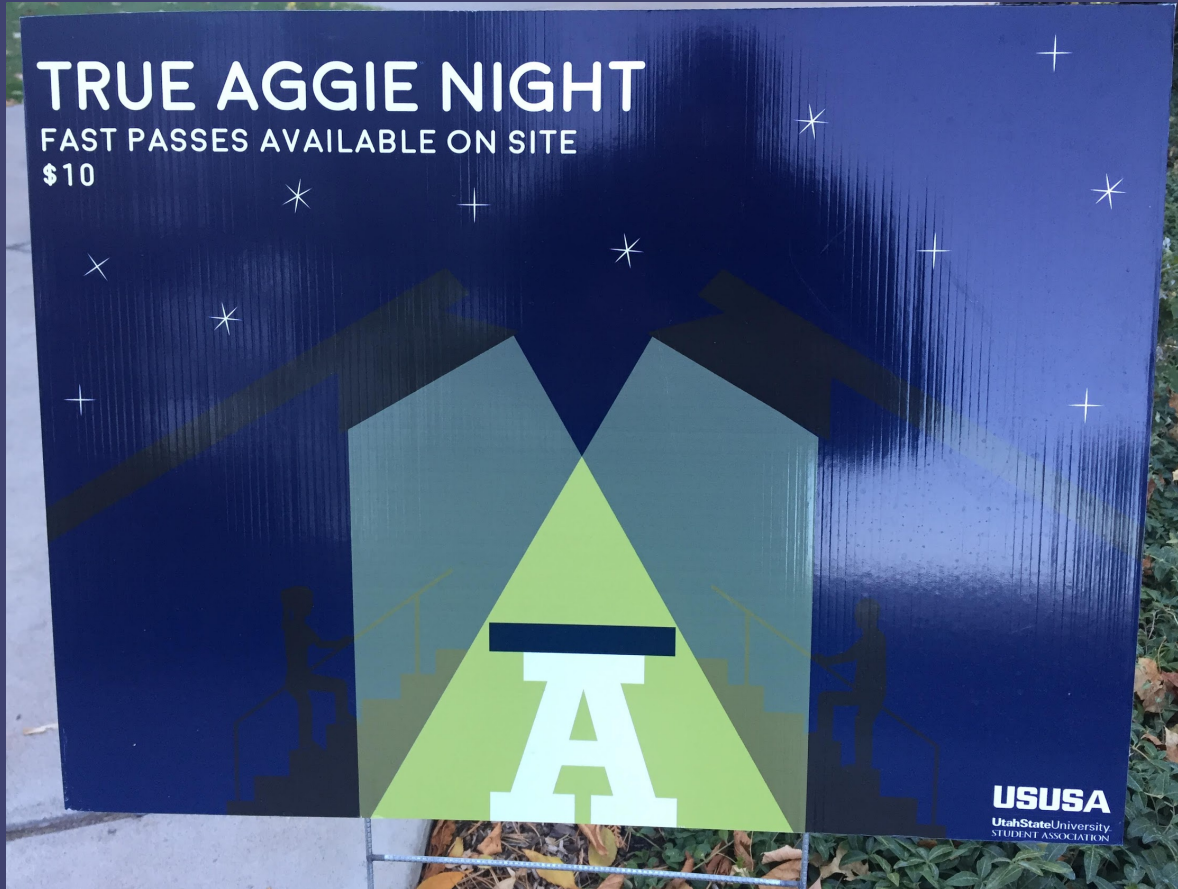
*Study #1:
Field Study
- True Aggie Night*



How many minutes do you think you will wait tonight?







RESEARCH QUESTIONS

- *Do people in different lines perceive fairness differently?*

Survey Results

Demographics:

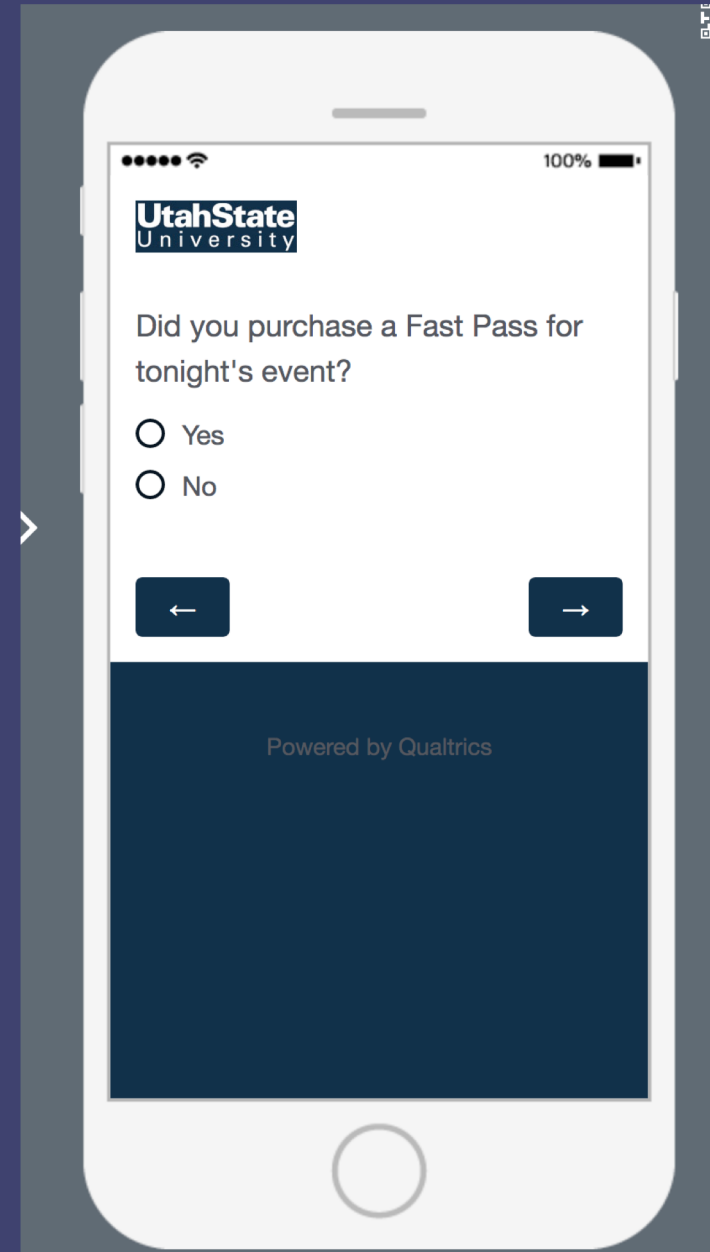
n = 141

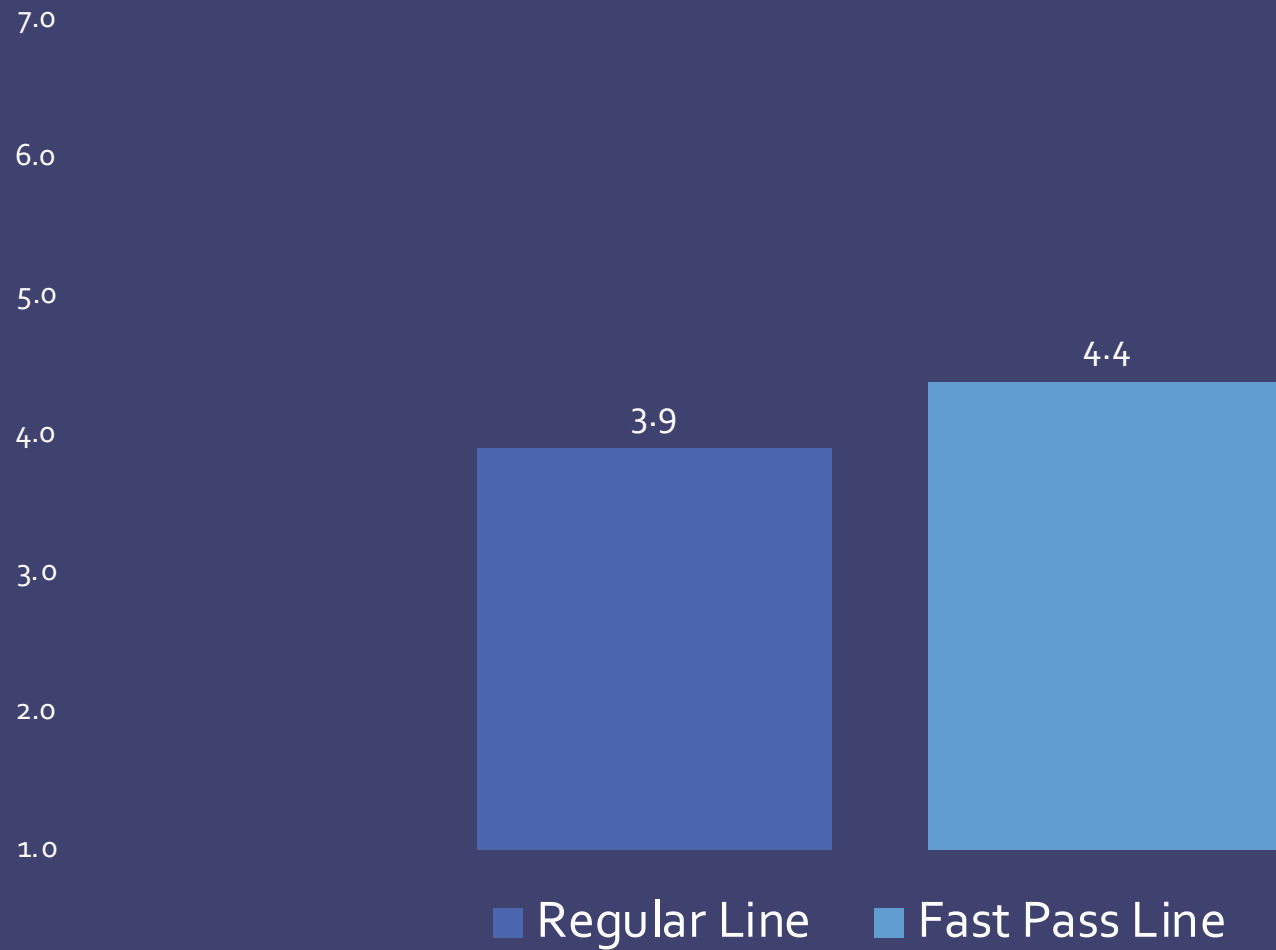
78 Fast Pass, 63 Regular Line

Average Age: 20.6

Gender: 50% Female

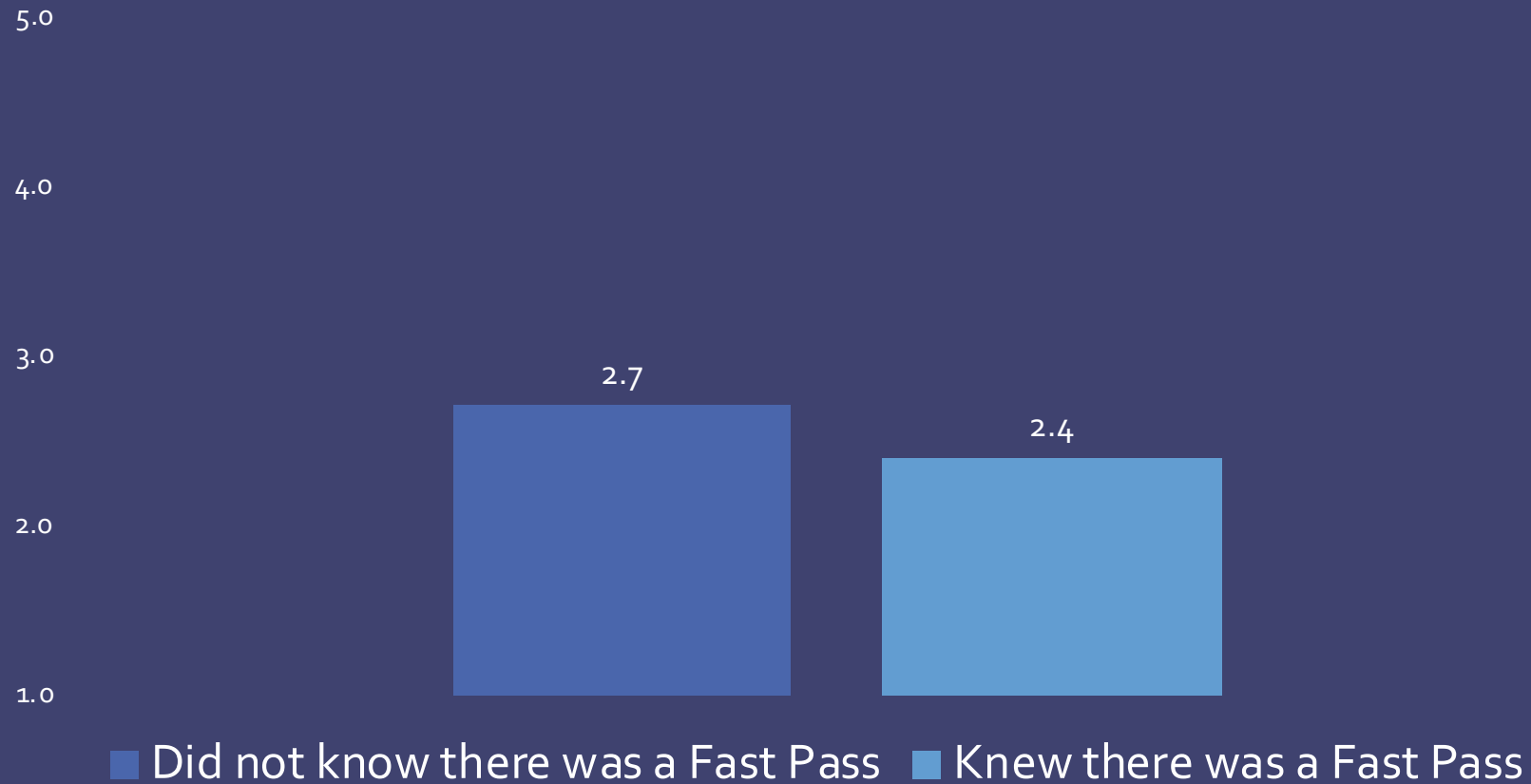
Class: 43% Freshman



[illegible]

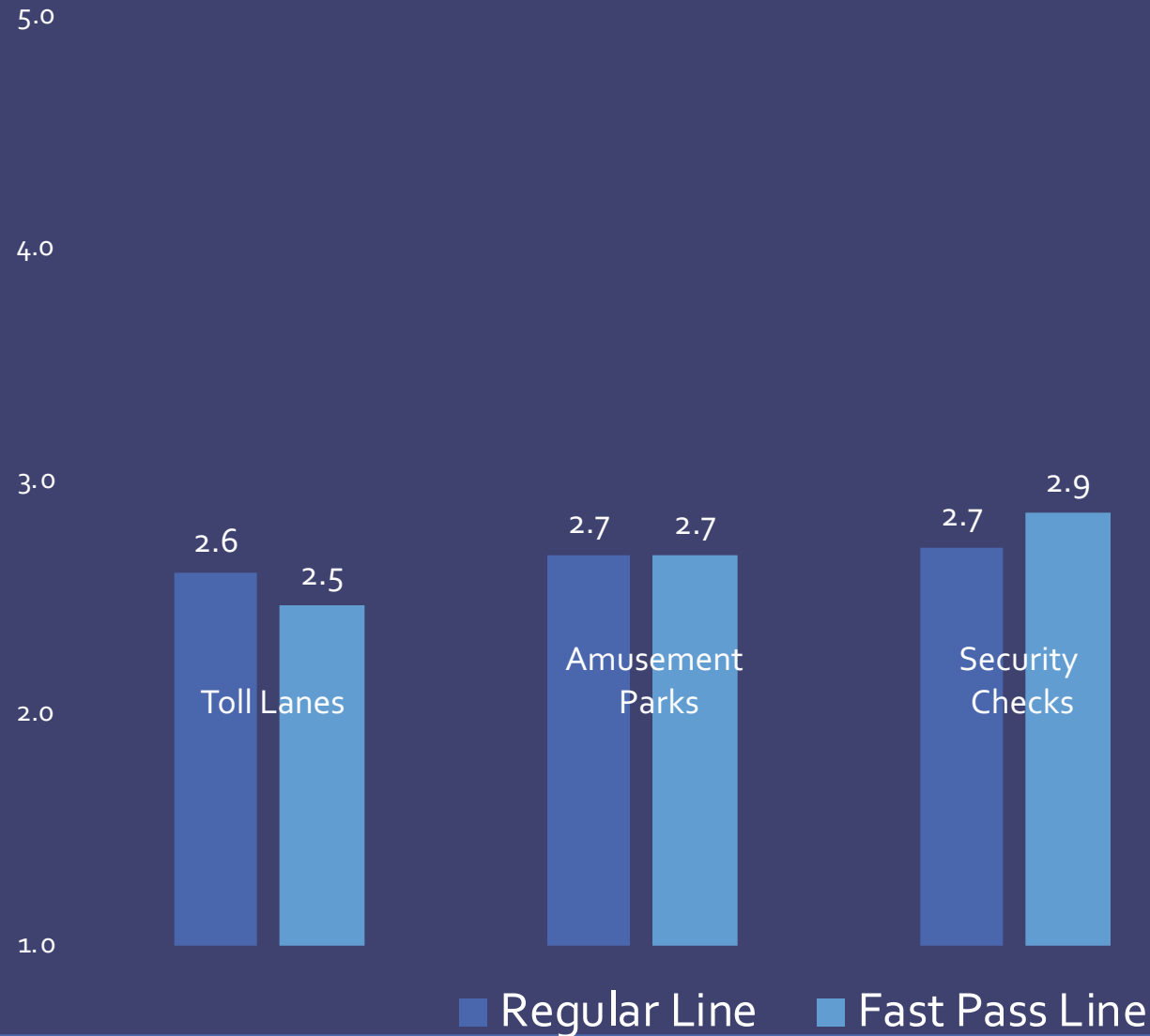
How fair do you consider the system of priority lines or Fast Passes in the following contexts?

True Aggie Night – Did not Purchase a Fast Pass



[illegible]

How fair do you consider the system of priority lines or Fast Passes in the following contexts?



Observation #1

*PERCEPTION OF
FAIRNESS
CHANGES BASED
ON MEMBERSHIP*

Observation #2

*IGNORANCE IS
BLISS*

Study #2: Controlled Experiment - Queue to take the survey

surveys.charlestoller.com 80%	
Standard Waiting Line	Fastpass Waiting Line
Student 17	Student 27
Student 19	
Student 20	
Student 21	
Student 22	
Student 23	
Student 26	
Student 28	
Student 29	
You	
Student 31	

Thank you for your participation so far. This next study involves taking a survey; however before taking the survey you will be asked to wait in a line.

On the next screen you will see your place in a virtual waiting line.

The waiting line is NOT a simulation, the other people in the virtual line are actually other people in the room waiting to take the survey.

You will be automatically sent to the survey once it is your turn.

Please click the button below to enter the waiting line.

[Click Here to Enter the Waiting Line](#)

RESEARCH QUESTIONS

Does perception of wait differ in the presence of Priority Queues?

Hypothesis:

Priority Queue members under-estimate the wait in regular line

Regular Queue members under-estimate the wait in Priority Queue

Pilot Results

Demographics:

n = 70

27 Fast Pass, 43 Regular Line

Average Age: 20.8

Gender: 67% Male

Undergraduate Students

Study Parameters

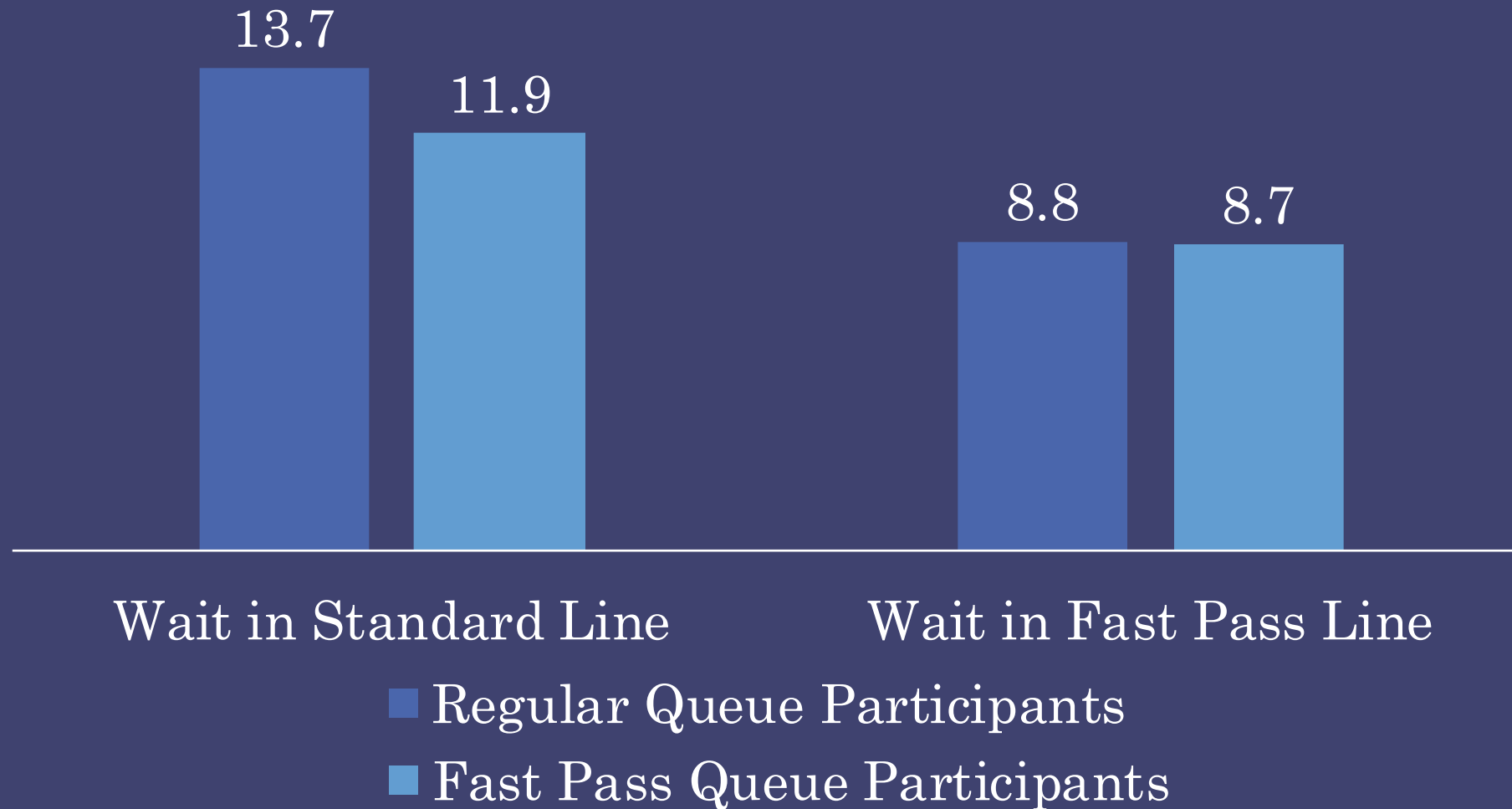
Next into survey priority: alternate between
Regular and Fast Pass

Delay between survey: 120 Seconds

% placed in Fast Pass: 35%

Both Queues Visible to All Participants

How long do you think the wait was for participants in each line?



Observation 3

*PRIORITY QUEUE
MEMBERS
UNDERESTIMATE
WAIT TIME IN
REGULAR QUEUES*

Observation 4

*PRIORITY QUEUE
MEMBERS
OVERESTIMATE
THEIR RELATIVE SIZE*

Observation 5

*PRIORITY QUEUE
SYSTEMS MAY BE
MORE IMPORTANT
THAN ACTUAL WAITS*

WHAT'S NEXT?

Other mechanisms influencing perceived fairness

- Different percentage of Fast Pass members
- Transparency of queues
- Paying for Fast Pass access
- Being paid more to be in regular queues

Thank you

QUESTIONS?
